

Kyle Larson

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Summary

Creative professional with more than ten years of experience designing and developing web sites, managing web projects, and handling client relations.

Web design expertise includes designing templates and graphics with Photoshop; coding pages using web standards compliant HTML, CSS, and JavaScript; and planning design and architecture with a focus on user-experience.

Project management experience includes assessing project feasibility; coordinating with clients to plan and develop sites; and scheduling milestones for team members to meet critical deadlines.

Characterized throughout employment and academic life as a self-starter; an individual committed to finding practical solutions that translate business needs into reality.

Areas of Expertise

- Consulted with clients to create websites that met their company's needs and communicated their message.
- Created web standards compliant sites using HTML, CSS, and JavaScript. Then helped lead PHP and .NET development to launch fully-functional websites.
- Leveraged usability testing and best practices to meet user needs and improve workflow.
- Worked with other designers and attended conferences to learn the latest web design technologies and techniques including HTML5, CSS3, and design for mobile.

Experience

Milestone AV Technologies, Eden Prairie, MN

06/07 to Present

Senior Web Designer

Designed, developed, and maintained a variety of websites for an industry-leading manufacturing company and its partners including Dell and Sony. Worked in a leadership role focused on improving user experience and planning new sites.

- Designed and managed Milestone's Chief brand site featuring thousands of products and around 500,000 page views per month.
- Implemented usability improvements discovered through in-field user testing, analyzing statistics, and industry research.
- Created a web-based CMS system to manage thousands of products that were pulled from SAP.
- Led design meetings, managed web projects with tight deadlines, and coordinated deliverables from team members and external vendors.

- Worked with the CEO and department leaders to create a customer-facing corporate site and an intranet site which covered five brands including Chief, Sanus, and Da-Lite.

TC Websites LLC, Eden Prairie, MN

2004 to Present

Member / Project Lead

Founded a partnership focused on building professional web sites for small businesses. Worked with business owners to plan, design, host, market, and maintain their web presence. Dissolved the LLC in 2009 and continued operating as a sole proprietorship.

- Founded an LLC and took on responsibilities including accounting, filing taxes, sales, and writing contracts.
- Managed, designed, and developed a variety of web projects in industries including real estate, law, entertainment, and information technology.
- Consulted with companies to effectively communicate their message through websites, social media, email, and print.
- Integrated custom designs and code into the WordPress CMS.

CLA-NET University of Minnesota, Minneapolis, MN

2001 to 2003

Web Assistant

Collaborated with department chairs and professors to create departmental web sites for the University of Minnesota's College of Liberal Arts.

- Created Section 508 compliant websites, using semantic HTML and CSS, which were tested using screen-reader software.

Techies.com, Bloomington, MN

2000 to 2001

User Experience Design Intern

Interned with the User Experience Team at Techies.com to design websites and banner advertisements. Learned web-industry tools and techniques from experienced professionals while working at a large .com start-up.

Education

An Event Apart, Minneapolis, MN

2011

Seminars & Workshops for People Who Make Websites

Attended An Event Apart and increased my knowledge of CSS Animation, mobile design, and HTML5.

South by Southwest (SXSW) Interactive Conference, Austin, TX

2008 - 2011

Web/Interactive Focused Seminars & Training

Attended four years of the SXSW Conference and networked with web professionals from around the world.

University of Minnesota, Minneapolis, MN

2007

3 Years as a B.A. Candidate, Art

Attended the University as an Art Major focused on electronic art. Enrolled in classes relating to design theory, web design, graphic design, interactive art, and entrepreneurial management. Worked on a team competition in the journalism department creating an online campaign for Yahoo.

Technical Skills

- Design: Layout Design, Graphic Design, Wireframes, Usability Testing, Architecture, Mobile
- Code: HTML, CSS, JavaScript, jQuery, Basic Knowledge of PHP & MySQL
- Applications: Photoshop, Coda, Flash, InDesign, WebTrends, Google Analytics, Twitter, Facebook
- Platforms: Mac OS, Windows, iPhone, iPad
- Strengths: Problem Solving, Learning New Skills, Organization, Communication